

NOV 18 1924

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WAGES OF VIRTUE

Photoplay in 7 reels

From the novel by Percival Wren

Adapted

Screen Play by Forrest Halsey

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.



NOV 18 1924

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
**GLORIA SWANSON**  
 in an  
 Allan Dwan Production  
**"WAGES OF VIRTUE"**  
 by Percival Wren  
 Screen play by Forrest Halsey  
 A Paramount Picture

PURPOSE: To Help You Sell the Picture to

©CIL 20775

## Chalk Up "Wages of Virtue", Fin French Foreign Legion, As

### PUTTING IT OVER RIGHT

"Wages of Virtue" is Gloria Swanson's third big "Famous 40" hit in a row.

To sell a Gloria Swanson picture—sell Gloria Swanson. That, briefly, is the secret of exhibitors' great success with "Manhandled," "Her Love Story," etc.

Gloria in any new picture means much to the fans, but Gloria in a picture like this one!

Novelty ad: The wages of sin is death.

WAGES OF VIRTUE is Gloria Swanson's new Paramount picture, coming to the.....

Get your local booksellers to stock up on the immensely popular novel by Capt. Percival Wren. Arrange window displays, etc., tying up with the picture, of course.

Gloria's never had a cast such as this before. Ben Lyon, who played opposite Pola Negri in "Lily of the Dust;" Norman Trevor, well known on both stage and screen; Ivan Linow, the famous wrestler, in his first important picture part; Joe Moore, the fourth of the famous Moores; and others just as prominent. Get their names into your advertising.

How about staging a strong man act of your own similar to Luigi's side-show stunt in the picture.

There are some great desert shots in the production. Here's an idea for a unique lobby display—palms, etc.

Tell them there's more heart-appeal in this one than in "Her Love Story," more genuine comedy than they found in "Manhandled." What a picture this must be—and what a picture it is!

Bobbed hair is the topic of conversation two-thirds of the time for all of the women in America. If you don't believe it, listen and you'll learn. Well, Gloria Swanson wears the very latest type of bob. It's famous. It appears on the last page of the roto magazine on "Wages of Virtue" along with two pictures of Gloria showing how she used to wear her hair in the old days. The three pictures are grouped under the head of THE EVOLUTION OF THE SWANSON BOB. There, gentleman, is your chance for a great tie-up with beauty parlors, etc.

### "Wages of Virtue" Romance of French "Foreign Legion"

New Gloria Swanson  
 Paramount Film Com-  
 ing to Rialto.

THE Foreign Legion! What a glamorous thrill, what an epitome of adventure, what swift-winged flights of imagination those three dauntless words flaunt before our tranquil lives. Three words whose full significance seems to have been vividly plucked from the ideally symbolic tricolor of France itself, and planted in the corner of a foreign land that is for ever all the world's own monument to courage.

It is about these intrepid legionnaires, recruited from the far corners of the earth, and of whom it is said, "The folds of their flag are not broad enough to hold their claims to glory," that the new Paramount picture, "Wages of Virtue," is woven—or, rather, about Carmelita, beautiful young daughter of the regiment.

Gloria Swanson plays Carmelita, an Italian girl who becomes the pride of the Legion.

"Wages of Virtue," adapted to the screen by Forrest Halsey from the novel by Percival Wren, is a heart-appealing romance of an Al-

gerian barrack town. Carmelita is rescued from death by Luigi, strong man with a small, traveling side-show. He kills a man over love for the girl and joins the Foreign Legion to escape punishment for his crime. The girl, with absolute faith in him, follows and opens a cafe in town.

Carmelita meets and falls in love with a young American recruit. John Boule, a veteran of the regiment, sees that Luigi is not true to the girl and tells her so.

Luigi is furious over the girl's new love affair. He and the American fight, and Luigi is stabbed in the back by a legionnaire who has long nursed a grudge against the regimental bully.

Carmelita knows that the American will be accused of the crime, and with Boule's help they manage to escape into the desert, where they are attacked by a small band of arabs and —

But why go further and ruin a perfectly delightful evening's entertainment?

Here's the finest Swanson picture of all time. Many former



Set of Eight Classy 11" x 14" Lobby

Picture Facts in



A MOUNT

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in an  
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**"WAGES OF VIRTUE"**

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# SHEET

To Help You Sell the Picture to the Public.

"Wages of Virtue", Fine Love Story of the  
French Foreign Legion. As Another Swanson Success

Thrilling Romance of the  
French Foreign Legion

Ben Lyon, Norman Trevor and Ivan  
Linow in the Supporting Cast

Screen Play by Forrest Halsey from  
Popular Novel by Percival Wren

Directed by Allan Dwan — One of the "Famous 40"

HERE'S a marvelous story, chockful of drama  
and feminine appeal that makes for popular-  
ity.

and—GLORIA SWANSON!

"Wages of Virtue" is the third Allan Dwan pro-  
duction of Paramount's "Famous 40" (the others  
are "Manhandled" and "Her Love Story," both  
starring Miss Swanson).

The story is an adaptation by Forrest Halsey of  
the story by Capt. Percival Wren.

Ben Lyon (courtesy of First National) has the  
leading man's role opposite the star. Norman Tre-  
vor, well known to every theatre-goer, is also well  
cast. Ivan Linow, the wrestler, plays the 'heavy',  
his first big screen role. Others in the supporting  
cast are equally as prominent.

Here is a superb story of the French Foreign Legion, with  
Gloria in the role of a young Italian girl, Carmelita, a product  
of the slums of Naples, who becomes the toast of the regiment  
in Algiers.

Can you picture Gloria in such a role—the pet of the greatest  
fighting organization in Europe which has garnered its recruits from  
the ends of the earth and gained an immortal place in the story, song  
and legend of every fighting race!

Sidi-Bel-Abbes, in Algiers, the Home of the Legion of Courage,  
Adventure, Romance—all its allure, all its sordidness, all its red-blooded  
manhood and colorful womanhood is brought to you in one of the most  
gripping of stories ever unfolded to audiences on the screen—and as  
different from the previous Swanson money-makers as black is from  
white.

Here's one you just know is sure-fire!

## Cast

Carmelita .....	GLORIA SWANSON
Marvin .....	Ben Lyon
	(Courtesy First National Pictures)
John Boule .....	Norman Trevor
Luigi .....	Ivan Linow
Guiseppe .....	Armand Cortez
Madame La Cantiniere .....	Adrienne d'Ambricourt
Sergeant La Croix .....	Paul Panzer

of Eight Classy 11" x 14" Lobby Cards



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Get out an envelope resembling a pay envelope and have lettered on it just WAGES OF VIRTUE. When they open the envelope, they find a herald or a card announcing your show.

Hold a voting contest in your town to determine who is the most upright man and woman. Offer a prize—probably tickets—and call the prize WAGES OF VIRTUE.

"Wages of Virtue" has to do with, perhaps, the most efficient military organization in Europe—the French Foreign Legion. Might be some sort of stunt here with army recruiting stations.

For a street ballyhoo—men in the uniforms of the Legion, or, perhaps better still, have local military units march to your theatre

THE Foreign Legion! What a glamorous thrill, what an epitome of adventure, what swift-winged flights of imagination those three dauntless words flaunt before our tranquil lives. Three words whose full significance seems to have been vividly plucked from the ideally symbolic tricolor of France itself, and planted in the corner of a foreign land that is for ever all the world's own monument to courage.

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Carmelita meets and falls in love with a young American recruit. John Boule, a veteran of the regiment, sees that Luigi is not true to the girl and tells her so.

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Carmelita knows that the American will be accused of the crime, and with Boule's help they manage to escape into the desert, where they are attacked by a small band of arabs and —

But why go further and ruin a perfectly delightful evening's entertainment?

Here's the finest Swanson picture of all time. Many former members of the Legion, under the direction of one of its foremost heroes, actually take part in this swift-moving production, which will be the feature next ..... at the ..... Theatre for a ..... days' run.

Ben Lyon (courtesy of First National Pictures) has the leading man's role opposite the star. Others in the strong supporting cast are Norman Trevor, Ivan Linow and Joe Moore.

for special showings of "Wages of Virtue."

Take a look at the herald prepared on this picture. Ever see anything like it before? If this doesn't fill your seats, nothing will. Hop onto a few thousand!

\* With each new story, Gloria brings to the screen an entirely new characterization—and there isn't the slightest doubt but that her role in "Wages of Virtue" is her best to date—by far.

Versatility is Gloria's middle name. She can put over both pathos and comedy in a split second's time—and does so in this production.

If "Wages of Virtue" doesn't prove the most popular Gloria Swanson picture you've ever presented to your patrons, then Gloria never did make a box-office hit.



Set of Eight Classy 11" x 14" Lobby

## Picture Facts i

**Star**—GLORIA SWANSON, whose "Manhandled" and "Her Love Story" speak volumes for the drawing power of this most popular of all feminine screen stars.

**Producer**—Allan Dwan, who has directed all of Miss Swanson's recent hits.

**Author**—Capt. Percival Christopher Wren.

**Scenarist**—Forrest Halsey, who adapted "The Humming Bird" and "Monsieur Beaucaire" to the screen.

**Cameraman**—George Webber.

**Support**—Ben Lyon, Norman Trevor, Ivan Linow, Armand Cortez, Adrienne d'Ambricourt, Paul Panzer, Joe Moore.

**Type of Story**—Colorful romantic-drama of the French Foreign Legion.

**Appeal**—GLORIA—why say more! **Big Scenes**—Imagine Gloria doing oriental dances, balancing a bottle on her head while carrying on





of Eight Classy 11" x 14" Lobby Cards

## Wages of Virtue in Brief

GLORIA SWANSON, whose "Her Love Story" was one of the most popular screen stars, who has distinguished Swanson's reputation as Christopher Columbus, who played the "Singing Bird" to the "Caucasian" to the "Webber." Norman Trevor, and Cortez, Paul Panzer, and a full romantic Foreign Legion. They say more! Gloria doing a botch carrying on an animated conversation! Here's a scene from "Wages of Virtue" in her most unusual role. Other highspots in the production include scenes of the little travelling circus, in which Luigi (Linow) is the strong man. See Gloria in big checkered pants, 'lumberjack' shirt, shoes a mile too big! Here is comic novelty! There are any number of shots in the barracks of the Foreign Legion, hand-to-hand fights that are real battles, desert scenes that will hand audiences genuine thrills—and all the while a delightful love theme running throughout the production. If you thought "Her Love Story" had heart-appeal and "Manhandled" novelty, you'll say "Wages of Virtue" is "Her Love Story" and "Manhandled" combined. There never was a Swanson picture before that promised so much for exhibitors as "Wages of Virtue."

## Linow in the Supporting Cast Screen Play by Forrest Halsey from Popular Novel by Percival Wren

Directed by Allan Dwan — One of the "Famous 40"

HERE'S a marvelous story, chockful of drama and feminine appeal that makes for popularity.

and—GLORIA SWANSON!

"Wages of Virtue" is the third Allan Dwan production of Paramount's "Famous 40" (the others are "Manhandled" and "Her Love Story," both starring Miss Swanson).

The story is an adaptation by Forrest Halsey of the story by Capt. Percival Wren.

Ben Lyon (courtesy of First National) has the leading man's role opposite the star. Norman Trevor, well known to every theatre-goer, is also well cast. Ivan Linow, the wrestler, plays the 'heavy', his first big screen role. Others in the supporting cast are equally as prominent.

Here is a superb story of the French Foreign Legion, with Gloria in the role of a young Italian girl, Carmelita, a product of the slums of Naples, who becomes the toast of the regiment in Algiers.

Can you picture Gloria in such a role—the pet of the greatest fighting organization in Europe which has garnered its recruits from the ends of the earth and gained an immortal place in the story, song and legend of every fighting race!

Sidi-Bel-Abbes, in Algiers, the Home of the Legion of Courage, Adventure, Romance—all its allure, all its sorcery, all its red-blooded manhood and colorful womanhood is brought to you in one of the most gripping of stories ever unfolded to audiences on the screen—and as different from the previous Swanson money-makers as black is from white.

Here's one you just know is sure-fire!

### Cast

Carmelita .....	GLORIA SWANSON
Marvin .....	Ben Lyon
	(Courtesy First National Pictures)
John Boule .....	Norman Trevor
Luigi .....	Ivan Linow
Guisepppe .....	Armand Cortez
Madame La Cantiniere .....	Adrienne d'Ambricourt
Sergeant Le Gros .....	Paul Panzer
Le Bro-way .....	Joe Moore

### Synopsis

CARMELITA, a young Italian girl, falls in love with Luigi, strong man of a traveling side-show who has saved her from death. Guisepppe, his young assistant, trains her to become one of the company. Luigi, in a fit of jealousy, kills him and, to escape justice, enlists in the Foreign Legion.

The girl, believing everything he has done is for her good, goes with him to Algiers and becomes proprietress of a cafe in the garrison town. All the Legion soon discovers that Luigi is untrue to Carmelita, but most of the men are afraid of the bully, Luigi, so Carmelita remains ignorant of the fact that he is making love to Madame La Cantiniere, a wealthy widow.

Carmelita meets Marvin, a young American recruit. He falls in love with her and incurs the hatred of Luigi, who "frames" him and has him jailed. But Carmelita bribes the sergeant of the guards to release Marvin.

Luigi decides to beat up the boy himself, but John Boule, veteran of the regiment and Marvin's self-appointed guardian, prevents it. He opens Carmelita's eyes to Luigi's treachery. Carmelita sends for Marvin, realizing that it is he whom she really loves and relies on, and is telling him of Luigi's deceit when Luigi himself enters the scene.

There is a terrible fight between the two men, in which Marvin is worsted, and Luigi is stabbed in the back by one of the Legionnaires who has harbored a long-cherished grudge against the bully.

Carmelita realizes that Marvin will be accused of the crime. With the aid of Boule she secures arms and disguises, and the three of them escape into the desert. They are attacked by a party of Arabs, and Boule is killed, but Marvin succeeds in finally beating them off. He and Carmelita reach the nearest port in safety and get passage on a boat bound for America—and happiness.





# Gloria Swanson in "Wages of Virtue"

## ADS THAT WILL CLICK A

Your exchange has mats of all the ads and production scenes; also cuts of on

# GLORIA SWANSON in "Wages of Virtue"

Presented by Adolph Zukor and Jesse L. Lasky

AN  
ALLAN  
DWAN  
PRODUCTION

SEE Gloria as a spi  
Italian girl and

as you've never raved be  
fore. Cast includes Be  
Lyon (courtesy First Na  
tional Pictures).



A  
Paramount  
Picture



By Percival Wren—Screen play by Forrest Halsey

Four-column Newspaper Advertisement 4A. Mats 25c at Exchanges.

ADOLPH ZUKOR  
& JESSE L. LASKY  
PRESENT



GLORIA  
SWANSON IN  
An  
ALLAN DWAN  
Production  
"Wages of  
Virtue"  
A Paramount  
Picture

By  
Percival Wren  
Screen play  
by Forrest  
Halsey

**G**ORGEOUS Gloria in  
another great surprise-  
role. A flaming Rose of Italy,  
pet of the French Foreign Le-  
gion.  
More comedy than "Man-  
handled." More heart-appeal  
than "Her Love Story."

## THEATRE NAME

ADOLPH ZUKOR  
& JESSE L. LASKY  
PRESENT



GLORIA  
SWANSON  
An  
ALLAN DWAN  
Production  
"Wages of  
Virtue"  
A Paramount  
Picture

Two-column Supplementary Press Ad 2ASX



Gloria Swanson





anson in "Wages of Virtue"

# CLICK AT THE BOX-OFFICE

tion scenes; also cuts of one and two column ads, supplementaries and midgets.



ted by Adolph Zukor and Jesse L. Lasky

## Wages of Virtue

Gloria as a sp  
alian girl and  
ve never raved be  
Cast includes Be  
courtesy First Na  
Pictures).



## Another Swanson Surprise!

ADOLPH ZUKOR AND  
JESSE L. LASKY PRESENT



LEAVE it to  
Gloria to pick  
surprise-roles.

And what a  
sweet surprise this  
role is!

Excuse us for  
not telling.

Come and see  
and be conquered!

## Gloria SWANSON in an ALLAN DWAN Production "Wages of Virtue"

Three-column Newspaper Advertisement 3A

## Gloria SWANSON

ALLAN DWAN  
Production

## "Wages of Virtue"



ntary Press Ad 2ASX



## Gloria SWANSON in an Allan Dwan PRODUCTION "Wages of Virtue"

A Paramount Picture

HATS off again to  
Gloria Swanson



Midget Cut 1MA



Midget Cut 1MC

Any one of these  
three midgets for  
only fifteen cents.



Midget Cut 1MB

## Gloria SWANSON IN





By Percival Wren—Screen play by Forrest Halsey

Four-column Newspaper Advertisement 4A. Mats 25c at Exchanges.

ADOLPH ZUKOR  
& JESSE L. LASKY  
PRESENT



**Gloria SWANSON** IN  
An ALLAN DWAN  
Production  
**"Wages of Virtue"**  
A Paramount Picture

By  
Percival Wren  
Screen play  
by Forrest  
Halsey

**G**ORGEOUS Gloria in another great surprise-role. A flaming Rose of Italy, pet of the French Foreign Legion. More comedy than "Man-handled." More heart-appeal than "Her Love Story."

**THEATRE NAME**

Two-column Supplementary Press Ad 2AS

ADOLPH ZUKOR  
& JESSE L. LASKY  
Present



**Gloria SWANSON**  
An ALLAN DWAN  
Production  
**"Wages of Virtue"**  
A Paramount Picture

Two-column Supplementary Press Ad 2ASX



Gloria Swanson  
in the Paramount Picture  
"Wages of Virtue"

Production Mat 1PA



Gloria Swanson  
in the Paramount Picture  
"Wages of Virtue"

at 1P



Gloria Swanson and Ben Lyon in the Paramount Picture "Wages of Virtue." An Allan Dwan Production.

Three-column Production Mat 3P

These 55 screens  
print perfectly




Gloria Swanson and Ben Lyon  
in the Paramount Picture "Wages of Virtue" An Allan Dwan Production

Two-column Production Mat 1P



ctures).



# Gloria SWANSON

in an  
ALLAN DWAN  
Production

## "Wages of Virtue"

Three-column Newspaper Advertisement 3A

# Gloria SWANSON

ALLAN DWAN  
Production

## "Wages of Virtue"

a Paramount Picture

ntary Press Ad 2ASX



Gloria Swanson  
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Picture



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Gloria  
SWANSON

IN AN  
Allan Dwan  
PRODUCTION

## "Wages of Virtue"

A Paramount Picture

HATS off again to  
Gloria! She  
scores another great  
triumph in a brand new  
kind of comedy-dra-  
matic role.

# Gloria SWANSON

## "Wages of Virtue"

A Paramount Picture

Midget Cut 1MA

# Gloria SWANSON

## "Wages of Virtue"

a Paramount Picture

Midget Cut 1MC

Any one of these  
three midgets for  
only fifteen cents.

# Gloria SWANSON

## "Wages of Virtue"

A Paramount Picture

Midget Cut 1MB

at 1PB

One-column Press Ad 2A

These 55 screen  
print perfectly




Gloria Swanson  
"Wages of Virtue"

and Ben Lyon in the Paramount Picture.  
"Wages of Virtue" An Allan Dwan Production

Two-column Production Mat 2P

# Gloria SWANSON

IN



PRESENTED BY  
ADOLPH ZUKOR  
& JESSE LASKY

An  
ALLAN DWAN  
Production

## "Wages of Virtue"

A Paramount Picture

HERE'S Gloria even funnier than in "Manhandled,"  
more heart-winning than in "Her Love Story,"  
more gloriously clever than ever! Ben Lyon (courtesy  
First National Pictures) heads the big supporting  
company.

Two-column Supplementary Press Ad 2A.





# Gloria Swanson in "Wages of Virtue" GET THE PAPERS TO PRI

Clip the stuff you want on this page and send it to the editor. Additional

## SPECIAL STORIES

### Gloria Has Fallen in Love

**G**LORIA SWANSON has fallen in love. Nobody knows the lucky fellow's last name but he answers to the call of "Billy." He is a stalwart young chap and as English as Yorkshire pudding.

Gloria herself will tell you that it was a case of love at first sight. It was a rainy Sunday during a recent trip to London and she was sitting at her window in the Carlton looking down at the Haymarket. In a high-powered car he sat, straight, calm and dignified. In a moment, Gloria says, she realized she had met her fate. She hurried down into the street but when she reached it the car had gone.

She was heart-broken. For the next two days she talked of nothing but the young English aristocrat she had seen in the motor. She must find him. Some one suggested advertising in the papers. For the next three days her suite in the Carlton was the mecca for a steady stream of visitors. At last she was rewarded. Into her sitting room walked not the gentleman himself, but his brother. His long grey hair and soft grey beard were identical with those she had seen from her window. She rushed to him and threw her arms around him. "You are going to America with me," she whispered. "I shall call you 'Billy'!"

Billy wriggled his whole body with joy. He has no tail for he is one of the finest specimens of old English sheep dog ever brought to this country. Following his recent arrival with his mistress on the Leviathan he went directly to her country place while Miss Swanson returned to the Paramount Long Island studio to make "Wages of Virtue," her new Allan Dwan Paramount production which opens a ..... days' run next ..... at the ..... theatre.

Ben Lyon (courtesy of First National Pictures) has the leading man's role opposite the star. Norman Trevor and Ivan Linow also have prominent roles in the strong supporting cast which includes Joe Moore, fourth and youngest of the "movie Moores"; Armand Cortez, Adrienne d'Ambricourt and Paul Panzer.

Forrest Halsey wrote the screen play from the novel of the same name by Percival Wren.

### Why Ben Lyon Was Sore

Ben Lyon was extremely sore after the filming of the new Paramount picture, "Wages of Virtue," starring Gloria Swanson.

This may seem amazing when one considers that this very likeable and sunny-tempered young star is renowned, among other things, for his affability. The truth is, however, that he was suffering from physical soreness as a result of excessive realism. In "Wages of Virtue," he momentarily forgot he was fighting for the camera in a bare fisted encounter with Ivan Linow. Urged on by the directorial enthusiasm of Allan Dwan he sailed into Linow, and

Linow sailed back. Both emerged from the fracas considerably battered, but Gloria Swanson, who as "Carmelita" was the root of all the evil, cooled them down with ice cream, so that both forgot their abrasions and Lyon was even able to rise gallantly to his feet and pass a pretty compliment about "all for a woman."

"Wages of Virtue," adapted from the novel by Percival Wren, is an adventure-romance of the French Foreign Legion, a colorful tale, laid in Algiers. Ben Lyon has the principal masculine role in the production, heading an all-star supporting cast which includes, among others, Norman Trevor, Ivan Linow, Joe Moore, Armand Cortez, Adrienne d'Ambricourt and Paul Panzer.

The picture opens a run of ..... days at the ..... on ..... next.

### Gloria Swanson Goes to Work on Hand-Car

On arrival at the location where the desert scenes were to be her new Paramount picture, "Wages of Virtue," Gloria Swanson discovered she would either have to walk a good mile over sand, or ride on a push car over a single track that bore a striking resemblance to the Toonerville Trolley round bed.

"You can walk a mile for a camel, if you like," she remarked, smilingly, to her director, Allan Dwan, "but I'm going to risk this—if someone will push it." The male stampede that followed on the part of the actors, as well as the husky property men, ensured the sands of the desert against having an earthly chance of growing cold, so that Gloria arrived triumphantly in what will go down to local history as that push car's time record-breaking trip.

"Wages of Virtue" is a fine love story of the French Foreign Legion, by Percival Wren. Forrest Halsey adapted the popular novel to the screen.

Ben Lyon has the leading man's role opposite the star. Norman

## REVIEWS FOR T

(Review No. 1)

**G**LORIOUS Gloria—Gloria as an Italian girl, product of slums—

Gloria keeping a small cafe in an Algerian rack town—

Gloria as the pride of the French Foreign Legion—

Gloria's at her gorgeousest in "Wages of Virtue" at the ..... Theatre all this week.

It's an Allan Dwan production for Paramount adapted by Forrest Halsey from the popular novel of the same name by Capt. Percival Christy

Wren. Ben Lyon, Joe Moore, youngest of the four ..... and others appear in the cast.

"Wages of Virtue" is a tale of romance and adventure of the French Foreign Legion. It opens with the star, as Carmelita, being rescued from a drowning by Luigi (Linow), strong man with a third-rate traveling circus. He trains the girl to become a member of the troupe, later killing a young violinist, in a moment of jealousy over Carmelita.

Luigi flees the country to escape justice for a crime and enlists in the Foreign Legion in Africa. Full of gratitude for his having saved her and believing in him implicitly, Carmelita follows him to the little North African town of Abbess, where she opens a wine shop.

Marvin, a young American recruit in the Legion, sees Carmelita and immediately falls in love, incurring the wrath of Luigi, now the regimental bully, who "frames" it so that Marvin is condemned to "le peleton," the most killing punishment meted out to offenders of the Legion's discipline, but Carmelita brings about his release by bribing one of the guards.

Luigi decides to take matters into his own hands. There is a terrific fight between the two men. The young American is worsted but is long stabbed in the back by a legionnaire who has nursed a grudge against him.

Carmelita knows that Marvin will be a victim of the crime and, with the aid of John, a veteran of the Legion and Marvin's self-appointed guardian, she gets the American to the border scene of Carmelita and Marvin at the rate of a steamer bound for the States, brings the picture to a fitting close.

So much for the story—and let it suffice to say that, as regards acting, it brings Gloria Swanson at her very best.

Convince yourself!

(Review No. 2)

Algiers, the French Foreign Legion and a colorful love story as you've ever seen on the screen.

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The story is an adaptation of Percival Wren's novel, with Ben Lyon in the leading man's role opposite the star and Norman Trevor, Ivan Linow, Joe Moore and others in the cast.

### "Wages of Virtue" Film Made Without Make-up

**T**HE art of making-up for the movies has progressed in proportion with the advances made in other technical departments of picture making. From the carelessly put on, flat make-ups of the early days of the screen to the elaborate character make-ups of today is a long cry. A player studies his own face with as much care as any artist who might be setting out to paint him. Often special tests are made before the beginning of work on a picture to insure the success of a new make-up. Leading players are

### Much Swanson Product

**O**NE of the greatest moments in the history of the greatest motion picture of the year, "Wages of Virtue," due to the brilliant interpretation of Gloria Swanson, as Carmelita, gives a vivid interpretation of the seven famous and-bitten soldiers of the Foreign Legion from head to foot in Swanson's, the first veil of black veils of lighter color, seven over her face, not only her postures that she not only an exponent of the rhythm of the dance, but an accomplished dancer, a remarkable change of

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# "Wages of Virtue"

## TO PRINT THESE STORIES

Additional press sheets at your exchange if you need them.



## S FOR THE PRESS

## ADVANCE STORIES

To those who remember Gloria of "Manhandled" and the Gloria of "Her Love Story", we say here's a role that combines the finer moments of both earlier characterizations. As Carmelita, the star is both the exotic, bizarre Gloria of the Arthur Stringer story and the motherly Gloria of Mrs. Rinehart's romance.

Hers is the role of a young Neapolitan girl of the slums who becomes the pride of the Foreign Legion, a little mother to "men without a country". Ben Lyon is a recruit in the Legion, a young American with whom Carmelita falls in love. Trevor plays John Boule, veteran of the internationally famous French regiment and Joe Moore has the role of a New York gangster also in the ranks

### Gloria Swanson Coming to Rialto in Newest Allan Dwan Production for Paramount "Wages of Virtue"

THE new Allan Dwan-Paramount production, "Wages of Virtue", starring Gloria Swanson, opens a run of ..... days next at the ..... Theatre.

The story, by Percival Wren, adapted to the screen by Forrest Halsey, is a heart-appealing love tale of the French Foreign Legion with Ben Lyon (courtesy of First National Pictures) in the leading man's role opposite the star, and Norman Trevor, Ivan Linow, Joe Moore and others in the big supporting cast.

Miss Swanson has the role of Carmelita who becomes the daughter of the Legion, that famous international regiment, composed of "men without a country," which is renowned for two things, its courage and its discipline.

Carmelita is snatched from death by Luigi, strong man with a small traveling circus and is trained to become a member of the troupe. Luigi, in a fit of jealousy over the girl, kills his young violinist and flees to Northern Africa and enlists in the Foreign Legion to escape justice. Carmelita, loyal to him, opens a small cafe in the village. Luigi, in the meantime, begins to pay considerable attention to another woman. The entire Legion sees that he is not true to Carmelita.

The girl meets and falls in love with a young American recruit. This incurs the wrath of the regimental bully, Luigi, and he frames Marvin (Ben Lyon). Carmelita, however, bribes the guard and frees the boy. Luigi hears of this and is about to "tend to the little pup his own way" when John Boule, veteran of the Legion and Marvin's guardian, interferes. He helps the young couple to escape into the desert where he, himself, is shot down by Arabs while Carmelita and Marvin reach port, board a boat for America—and happiness.

There's more fast-moving action in "Wages of Virtue" than in all the previous Swanson pictures combined, more novelty, more appeal—a bigger, better picture from any angle you look at it.

—and to say a picture is better than "Manhandled," "Her Love Story," etc. is saying something.

### "Wages of Virtue" Unusually Colorful Picture of French Foreign Legion, Starring Gloria Swanson

Without question, the most colorful of all Gloria Swanson's starring pictures for Paramount is "Wages of Virtue," the new Allan Dwan production, which will be shown at the ..... Theatre on .....

The story is a romantic-drama, into which the star and director have introduced many light comedy touches, written by Capt. Percival Christopher Wren, adapted to the screen by Forrest Halsey.

Most of the action of the production takes place in the little Algerian barrack town of Sidi-bel-Abbes where the French Foreign Legion is stationed. It is in this sequence of scenes that you see splendid Spahis, romantic looking Chasseurs d'Afrique, burnoused Arabs, and swaggering Turcos, arrogant in fez and frock coats, mingling with the soldiers of the Legion. In the bazaars are the merchants, the Greek "kuskus" sellers, the coffee vendors, the peddlers of water, the bootblacks in their French "berets," and the little black newsboys, naked except for white trousers, carrying their bundles of "Echoes d'Oran," and scuttling out of the way of huge, clumsy wagons piled high with purple stained casks of Algerian wine.

In the doorways are crouched the miserable mendicants, whining piteously for alms, the singers, and the pious holy men "playing their way into heaven" on one-stringed instruments. And at night, on the balconies, appear the veiled and bangled women, holding candles under their faces to illumine their charms.

It is against such a background that Miss Swanson, as Carmelita, and Ben Lyon, young American recruit in the Legion, carry on one of the most delightful romances that has ever reached the screen.

Norman Trevor and Ivan Linow also have prominent parts in these scenes. Trevor is Marvin's (Lyon) guardian, and Linow has the "heavy" role of the regimental bully, Luigi, ex-circus strong man.

Joe Moore, the youngest of the 'movie Moores'; Armand Cortez, Adrienne d'Ambriecourt and Paul Panzer complete the all-star cast.

"Wages of Virtue" remains at the ..... until ..... next.

### New Swanson-Paramount Picture Adventure Romance with Ben Lyon, Trevor, Linow, Joe Moore in Cast

"Wages of Virtue," Gloria Swanson latest Paramount production, directed by Allan Dwan, who made both "Manhandled" and "Her Love Story," will be shown next ..... at the ..... The story is an adaptation by Forrest Halsey of the popular novel of the same name by Percival Wren.

The picture is a pleasing love tale woven about a young girl, product of the slums, who becomes the toast of the French Foreign Legion. As Carmelita, Miss Swanson has a role ideally suited to her, a part that makes "Wages of Virtue" stand out as the greatest

### (Review No. 3)

You must go down to see Gloria Swanson at the ..... this week.

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It'll simply tickle you pink. What will? Why "Wages of Virtue", of course. It's Gloria's very latest for Paramount, directed by Allan Dwan, who made "Robin Hood", "Manhandled" "Her Love Story" and other such hits.

High-powered romance, we'd call it—and against a background of Northern Africa and the French Foreign Legion at that. Can you imagine it? Of course, you can't. You have to see it. And there's not a Swanson fan from Nome to Pohokus who is going to pass this one up. It's just not being done.

Novelty? You said it! Remember "Manhandled"? Well, this picture makes it look like a heavy drama—so much for that. Appeal? If saying it has "Her Love Story" trimmed seven different ways helps any, then that's just what it has.

Novelty, appeal—and GLORIA SWANSON! They don't make 'em any better than that!

Great cast? Of course! Ben Lyon, Norman Trevor, Ivan Linow, Joe Moore and others have fine roles.

### Last Times Today

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The story is an adventure romance of the French Foreign Legion. Ben Lyon, Norman Trevor, Ivan Linow, Joe Moore and others just as well known appear in the strong supporting cast.

Here's one you can't afford to miss if you're a real Swanson fan—and who isn't?

### In Great Role



### Much Novelty in New Swanson Production

ONE of the greatest moments in her latest Paramount production, "Wages of Virtue", due at the ..... on ..... is where Gloria Swanson, as Carmelita, gives a vivid interpretation of the famous "dance of the seven veils," for the hard-bitten soldiers of The Foreign Legion.

Swathed from head to foot in golf black veiling, the first veil of color, she not only moves by the grace and rhythm of her postures that she is an



His long grey hair and soft grey beard were identical with those she had seen from her window. She rushed to him and threw her arms around him. "You are going to America with me," she whispered. "I shall call you 'Billy'!"

Billy wriggled his whole body with joy. He has no tail for he is one of the finest specimens of old English sheep dog ever brought to this country. Following his recent arrival with his mistress on the Leviathan he went directly to her country place while Miss Swanson returned to the Paramount Long Island studio to make "Wages of Virtue," her new Allan Dwan Paramount production which opens a ..... days' run next ..... at the ..... theatre.

Ben Lyon (courtesy of First National Pictures) has the leading man's role opposite the star. Norman Trevor and Ivan Linow also have prominent roles in the strong supporting cast which includes Joe Moore, fourth and youngest of the "movie Moores"; Armand Cortez, Adrienne d'Ambricourt and Paul Panzer.

Forrest Halsey wrote the screen play from the novel of the same name by Percival Wren.

## Why Ben Lyon Was Sore

Ben Lyon was extremely sore after the filming of the new Paramount picture, "Wages of Virtue," starring Gloria Swanson.

This may seem amazing when one considers that this very likeable and sunny-tempered young star is renowned, among other things, for his affability. The truth is, however, that he was suffering from physical soreness as a result of excessive realism. In "Wages of Virtue," he momentarily forgot he was fighting for the camera in a bare fisted encounter with Ivan Linow. Urged on by the directorial enthusiasm of Allan Dwan he sailed into Linow and Linow sailed back. Both emerged from the fracas considerably battered, but Gloria Swanson, who as "Carmelita" was the root of all the evil, cooled them down with ice cream, so that both forgot their abrasions and Lyon was even able to rise gallantly to his feet and pass a pretty compliment about "all for a woman."

"Wages of Virtue," adapted from the novel by Percival Wren, is an adventure-romance of the French Foreign Legion, a colorful tale, laid in Algiers. Ben Lyon has the principal masculine role in the production, heading an all-star supporting cast which includes, among others, Norman Trevor, Ivan Linow, Joe Moore, Armand Cortez, Adrienne d'Ambricourt and Paul Panzer.

The picture opens a run of ..... days at the ..... on ..... next.

## Gloria Swanson Goes to Work on Hand-Car

On arrival at the location where the desert scenes were to be her new Paramount picture, "Wages of Virtue," Gloria Swanson discovered she would either have to walk a good mile over sand, or ride on a push car over a single track that bore a striking resemblance to the Toonerville Trolley round bed.

"You can walk a mile for a camel, if you like," she remarked, smilingly, to her director, Allan Dwan, "but I'm going to risk this—if someone will push it." The male stampede that followed on the part of the actors, as well as the husky property men, ensured the sands of the desert against having an earthly chance of growing cold, so that Gloria arrived triumphantly in what will go down to local history as that push car's time record-breaking trip.

"Wages of Virtue" is a fine love story of the French Foreign Legion, by Percival Wren. Forrest Halsey adapted the popular novel to the screen.

Ben Lyon has the leading man's role opposite the star. Norman Trevor, Ivan Linow, Joe Moore and others just as prominent appear in the strong supporting cast.

"Wages of Virtue," which opened at the ..... Theatre ..... closes its run on ..... next.

## Harold Lloyd Visits Our Gloria

Among the numerous prominent visitors at the Paramount Long Island Studio, who came to gaze on Gloria Swanson in her colorful role in "Wages of Virtue," none showed greater interest or was personally, the cause of more, than Harold Lloyd, who made a special point of seeing this exceptionally fascinating picture in the making on a recent trip to New York.

To show his appreciation, Lloyd staged an impromptu travesty of "Wages of Virtue," during an interlude in the filming, which left Gloria and her company convulsed with mirth, and gave rise to the following remark on the part of another visitor: "If anyone ever tells me that stars have no sense of humor, I'll know what to say about Gloria Swanson."

"Wages of Virtue," adapted from Percival Wren's novel of the same name, is a story of Carmelita, pride of the French Foreign Legion, an appealing love story, with Ben Lyon, Norman Trevor, Ivan Linow, Joe Moore and others in the supporting cast. It will be the feature at the ..... Theatre next ..... to remain for ..... days. Allan Dwan directed.

## Another "Movie Moore"

Joe Moore, youngest of the four Moore brothers who have been so well represented on the screen by Owen, Tom and Matt, makes his debut in Paramount pictures in support of Gloria Swanson in her new Allan Dwan production, "Wages of Virtue," coming to the ..... Theatre next ..... He has the role of a New York gunman—soldier of the French Foreign Legion.

Ben Lyon plays opposite Miss Swanson in the picture and Norman Trevor, Ivan Linow and others well known on both stage and screen play in support.

The production is a fine action-romance with Gloria in her finest role.

become a member of the troupe, later killing his young violinist, in a moment of jealousy over love for Carmelita.

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So much for the story—and let it suffice to say that, as regards acting, it brings Gloria to the screen at her very best.

Convince yourself!

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## "Wages of Virtue" Film Made Without Make-up

THE art of making-up for the movies has progressed in proportion with the advances made in other technical departments of picture making. From the carelessly put on, flat make-ups of the early days of the screen to the elaborate character make-ups of today is a long cry. A player studies his own face with as much care as any artist who might be setting out to paint him. Often special tests are made before the beginning of work on a picture to insure the success of a new make-up. Leading players are constantly striving to improve their make-ups.

Now Allan Dwan, Paramount director, comes along and eliminates the make-up entirely. With the exception of two of the male characters in "Wages of Virtue," Gloria Swanson's new picture which he directed at Paramount's Long Island Studio, all the men in the picture appear without a vestige of make-up.

"The men in Miss Swanson's picture are all soldiers, members of the French Foreign Legion," Mr. Dwan said in discussing the innovation. "They were all chosen with the greatest care and are perfect types for the parts they play. Without make-up all the lines in their faces, all the abrasions, all the modelling which has come through the years and which shows character is left bare for the camera. Make-up wipes out the natural lines of character and new lines must be painted in. These men are real soldiers and they are playing soldiers—they are not merely actors made-up for their parts. By eliminating make-up I have caught every man exactly as he is."

The exceptions to the no make-up rule are Ben Lyon, who plays a young American, and Ivan Linow, the "heavy" of the picture. Lyon wears a straight juvenile make-up to bring out his youth and superior training—in contrast to the older and rougher members of the Legion. Linow wears a make-up so that in the many scenes he has with Miss Swanson he may not appear too dark.

The success of Mr. Dwan's experiment is shown when two faces, one with make-up and the other without, are brought side by side. The face with the make-up seems flat and

## Much Novelty in New Swanson Production

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Swathed in black veils seven over seven, not only the rhythm of her accomplished dancing but the enacting of a remarkable change of characterization, from head to foot in the first veil of lighter color moves by the grace of her postures that she is the exponent of the dance, she ceases to be a mother of lost soldiers, the provocative, dithering, striving to a

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Norman Trevor, Joe Moore and others are among those in the strong supporting cast who appear without make-up.

"Wages of Virtue," adapted from Percival Wren's novel of the same name, comes to the ..... Theatre next for a run of ..... days. Gloria Swanson, an Italian girl in the Legion stationed in Algiers, has a love-interest, rest in "Wages of Virtue."

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In Great Role



GLORIA SWANSON starring in PARAMOUNT PICTURES

Gloria Swanson adds a new nationality to her long list of characterizations in "Wages of Virtue," her new Paramount Picture. For the first time in her career she plays an Italian girl, Carmelita, a product of the slums of Naples who becomes the toast of the Foreign Legion in Algiers. "Wages of Virtue" was adapted for the screen by Forrest Halsey from the novel of the same name by Percival Wren.  
"Wages of Virtue" comes to the ..... theatre on .....  
If you thought "Manhandled" had novelty, wait till you see this one!  
Ben Lyon (courtesy of First National Pictures) plays opposite the star in the leading man's role. Norman Trevor and Ivan Linow also have excellent supporting roles. Others in the cast include Joe Moore, brother of Tom, Matt and Owen; Armand Cortez, Adrienne d'Ambricourt and Paul Panzer.  
Allan Dwan directed the picture. Percival Wren is the author of the novel, and Forrest Halsey made the screen adaptation.  
Gloria in "Wages of Virtue" has a role as decidedly different from that of "Her Love Story" as her part in "Her Love Story" was from "Manhandled." Gloria's never had a role just like this one.

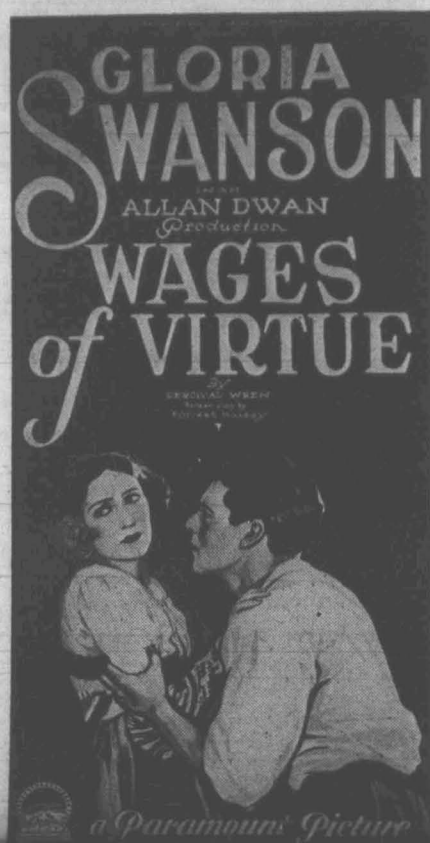
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It is against such a background that Miss Swanson, as Carmelita, and Ben Lyon, young American recruit in the Legion, carry on one of the most delightful romances that has ever reached the screen.  
Norman Trevor and Ivan Linow also have prominent parts in these scenes. Trevor is Marvin's (Lyon) guardian, and Linow has the "heavy" role of the regimental bully, Luigi, ex-circus strong man.  
Joe Moore, the youngest of the 'movie Moores'; Armand Cortez, Adrienne d'Ambricourt and Paul Panzer complete the all-star cast.  
"Wages of Virtue" remains at the ..... until ..... next.

New Swanson-Paramount Picture Adventure Romance with Ben Lyon, Trevor, Linow, Joe Moore in Cast  
"Wages of Virtue," Gloria Swanson latest Paramount production, directed by Allan Dwan, who made both "Manhandled" and "Her Love Story," will be shown next ..... at the ..... The story is an adaptation by Forrest Halsey of the popular novel of the same name by Percival Wren.  
The picture is a pleasing love tale woven about a young girl, product of the slums, who becomes the toast of the French Foreign Legion. As Carmelita, Miss Swanson has a role ideally suited to her, a part that makes "Wages of Virtue" stand out as the greatest thing she has ever done in her lengthy career.  
The story has interest, appeal, comedy and all the rest, and we sure miss our guess if it doesn't prove the finest entertainment you've witnessed in many months.  
Ben Lyon, you remember him in First National's "Flaming Youth," "Painted People," etc., plays opposite the star, heading a real all-star cast. Norman Trevor, Ivan Linow, Joe Moore, Armand Cortez, Adrienne d'Ambricourt and Paul Panzer are but a few of the prominent players in the other roles.

Ben Lyon Coming in Support of Gloria Swanson in Allan Dwan-Paramount Production, "Wages of Virtue"  
Although he has been in motion pictures only a little over a year, Ben Lyon plays the leading male role opposite Gloria Swanson in "Wages of Virtue" coming to the ..... next .....  
Young Lyon has attained much prominence as a leading man. Since May 1923 he has appeared in seven pictures—"Potash and Perlmutter," "Flaming Youth," "Painted People," "White Moth," "Wine of Youth," "Lily of the Dust," "Wages of Virtue." This record is an enviable one for a newcomer to the screen.  
On the legitimate stage Lyon has appeared in Booth Tarkington's "Seventeen," "Three Live Ghosts," "Romance" with Doris Keane, "Mary The Third," and had eight months stock experience with the Jessie Bonstelle company in Providence and Buffalo.  
Lyon was born in Atlanta, Ga., and was educated in Baltimore, Md.  
Norman Trevor, Ivan Linow, Joe Moore and others appear in the strong supporting cast with Lyon.  
"Wages of Virtue" is a screen version of the popular novel by that name by Percival Wren. Forrest Halsey made the adaptation, and Allan Dwan directed the production.

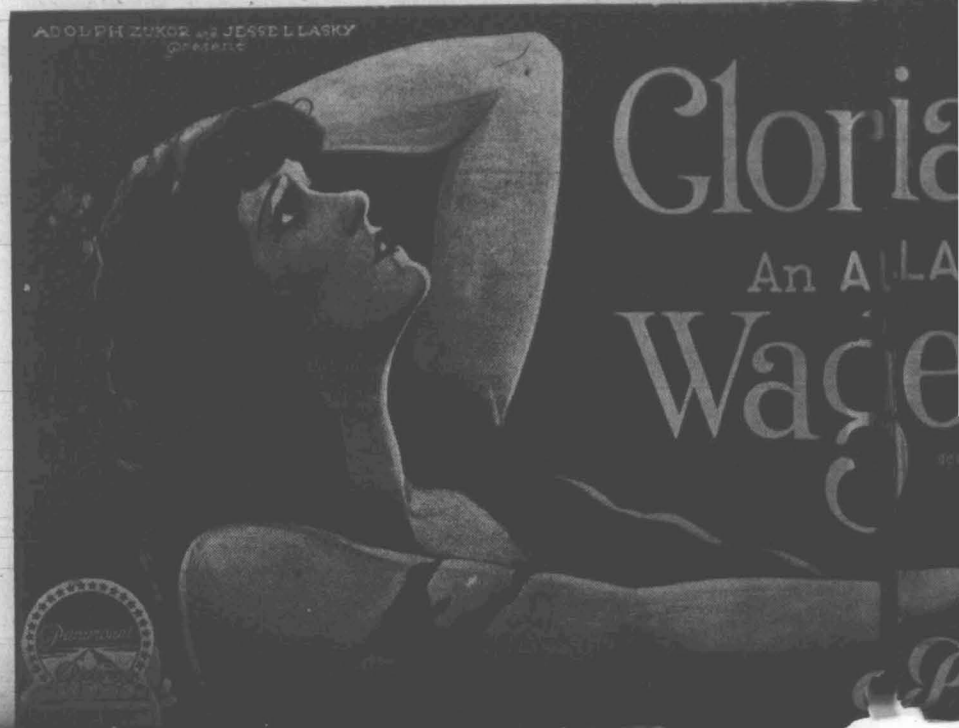
Gloria Due  
Gloria Swanson in the Allan Dwan-Paramount production, "Wages of Virtue," is due at the ..... Theatre next ..... Ben Lyon and others play in support. If you miss this one, you miss Gloria's best.





Three Sheet Poster 3A

Play It Up Big with P



Twenty-four Sheet

## Four-Page Colored Herald



Put this herald to work for you and watch the crowds come!

The original is stunningly colored and contains attractive scenes from the picture and powerful sales talk.

Back page is left blank for your theatre name, play dates, extra talk, etc.  
\$3.00 per 1,000.

Samples at Exchanges.

## Ad or Program Paragraphs

**A**NOTHER milestone in Gloria's dramatic triumphs; another smilestone in her comedy achievements.

Dramatic dynamite and clever comedy combined in a picture of sheer joy.

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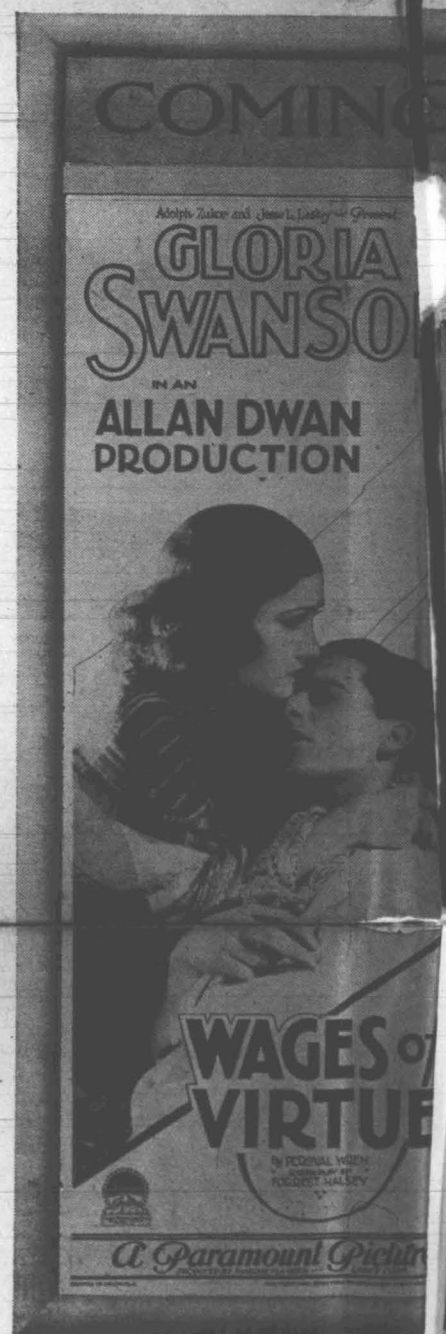
The story of a poor Italian girl who becomes the toast of a famous regiment.

The wages of sin are death; the "Wages of Virtue" are—what?

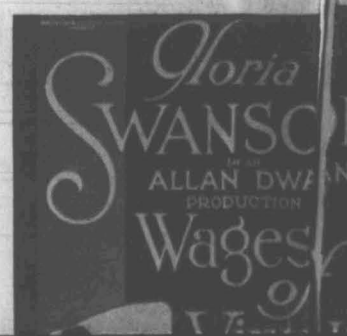
Made by the director of Gloria's recent hits from a screen play by the scenarist of "Monsieur Beaucaire."

A thrilling adventure-tale, a throbbing romance, a sparkling comedy—you get all three in "Wages of Virtue."

Search the records since pictures began, and you won't find a more fascinating performance than Gloria's in "Wages of Virtue."



Colored Insert Card





with Paramount Paper!

# Gloria Swanson

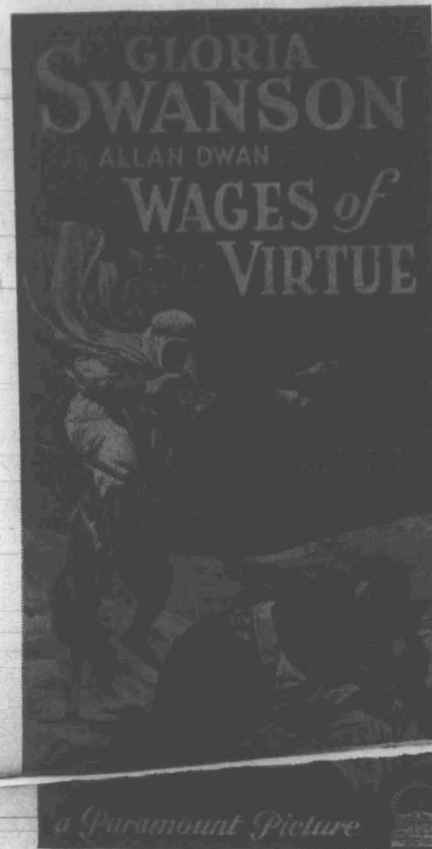
IN  
An ALLAN DWAN Production

## Wages of Virtue

BY PERCIVAL WREN  
SCREEN PLAY BY FORREST HALSEY

a Paramount Picture

Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

### Advertising Price List

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING—POSTERS	
One Sheet (1A and 1B).....	\$ .15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60
STAR CUTS OF GLORIA SWANSON	
One Column.....	.25
Two Column.....	.40
Three Column.....	.90
Circle Thumbnail (Coarse or Fine).....	.15
FOR NEWSPAPER ADS—ADVERTISING CUTS.	
One Column.....	.35
Two Column.....	.65
Supplementary (two column) (two styles).....	.25
Midget Cuts (each).....	.15
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25
FOR GENERAL EXPLOITATION	
Herald, per thousand.....	3.00
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frame.....	1.50
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photo.....	.10
Rotogravure Magazine, per thousand.....	7.50
Trailers—National Screen Service	
126 W. 46th St., New York City	
845 So. Wabash Ave., Chicago, Ill.	
917 So. Olive St., Los Angeles, Cal.	
284 Turk St., San Francisco, Cal.	
Press Books and Thematic Music Cues are gratis.	

### TRAILERS

You can secure both a Service and DeLuxe Trailer on "Wages of Virtue."

The prices of all trailers have been materially reduced. The Service Trailer is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter Service Trailers cost \$2.50. Refund of \$1 if returned within 2 weeks.

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There is a special price of \$5 net on all DeLuxe Trailers to regular subscribers to National Screen Service.

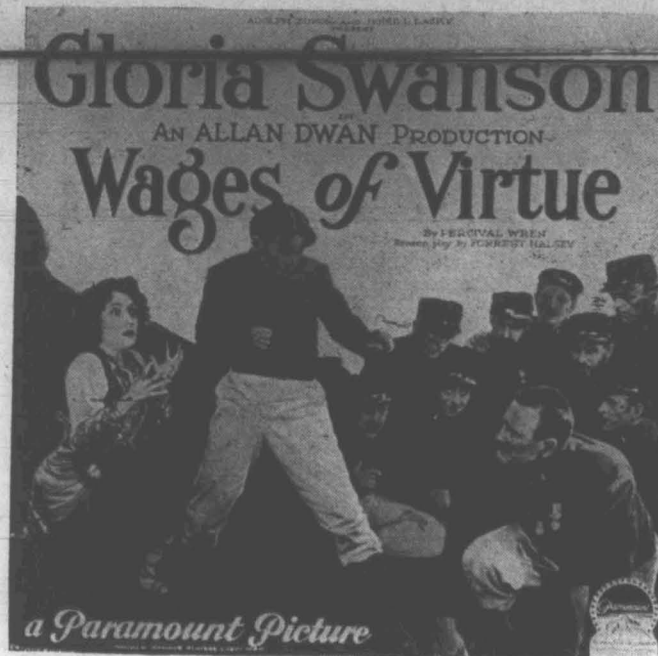
This service on all productions costs \$25 monthly.

Screen Service offices bottom of price list.

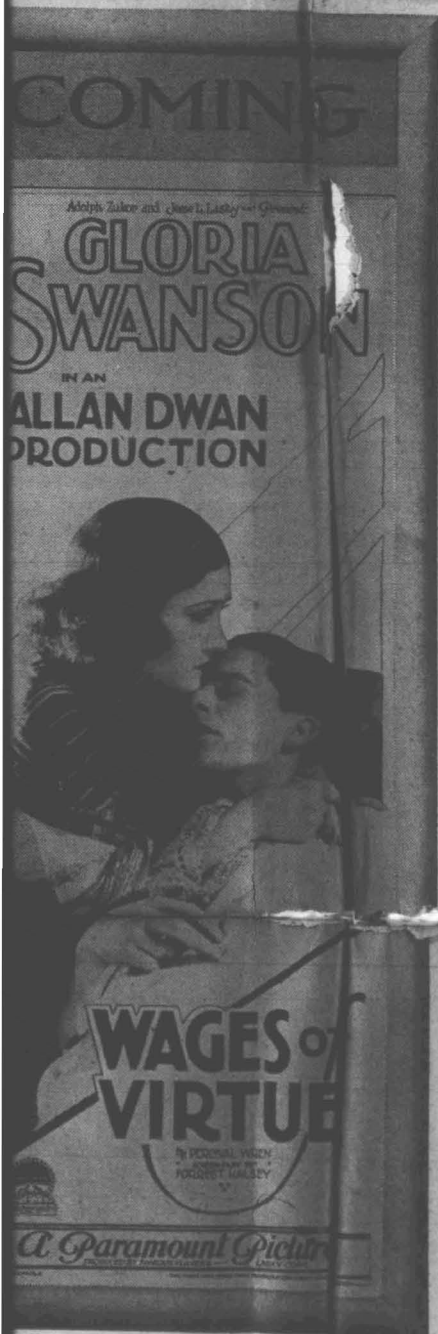
WIRE OR WRITE—GIVING  
EXACT PLAY DATES

### Extra Material

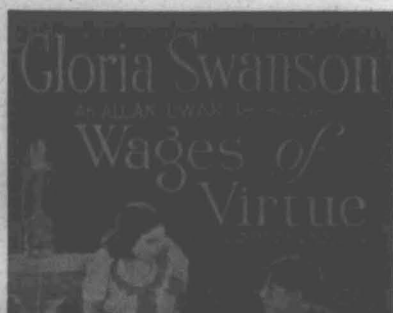
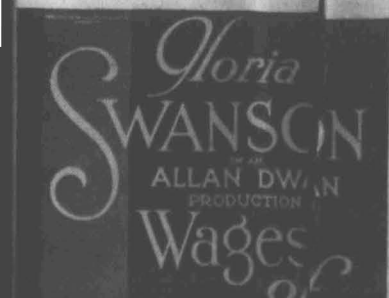
Note the full line of advertising material on this production. Roto magazine, special herald, two styles of supplementary ads, midget cuts, window card, and regular line of paper. Showmen will clean up!



Six Sheet Poster 6A



Colored Insert Card





# Four-Page Colored Herald



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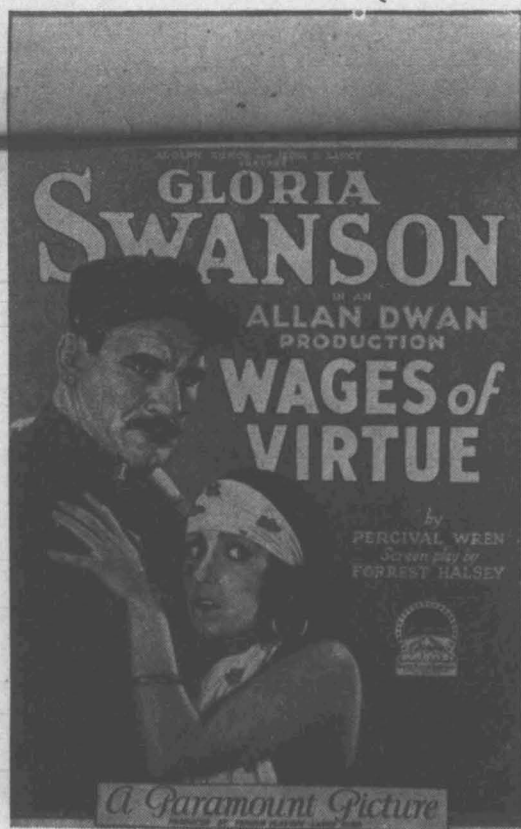
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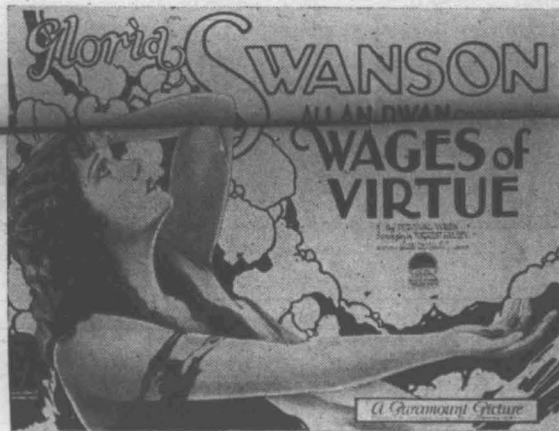
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WINDOW CARD  
(Illustrated Above)



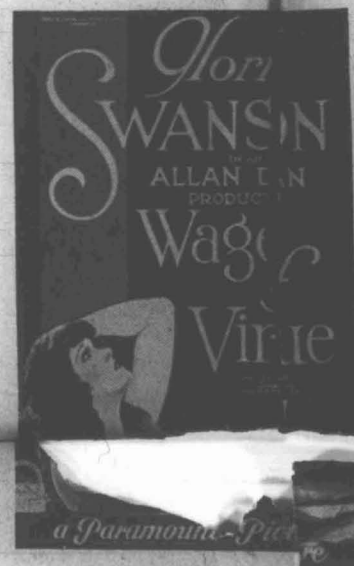
Colored Lobby Card (22" x 28")



Announcement Slide



Colored Insert Card



One Sheet Poster

## Four-Page Ro

To the right is a great the new-style Ro to Magaz the.

If this isn't a sure They'll e know what is. sinker.

And the tie up possib See a samp e at your local Ad Sales Manager make the blan k space o entire cost and more. A thousand for only

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Trailer



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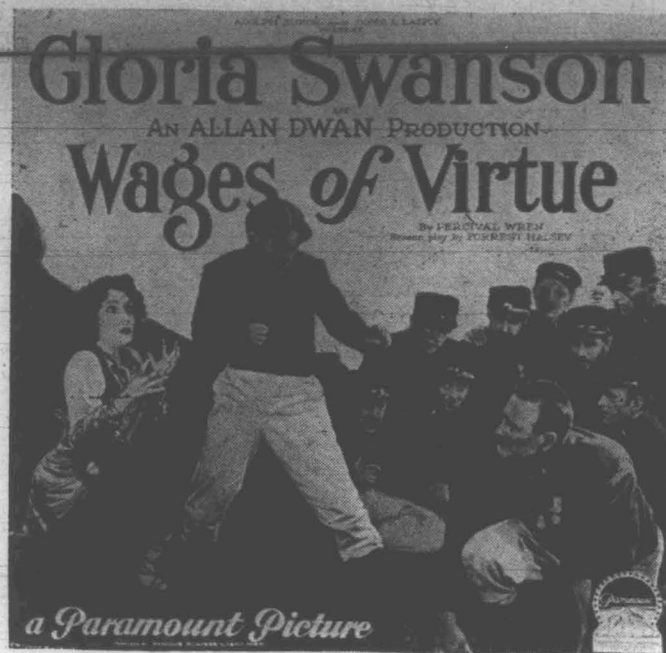
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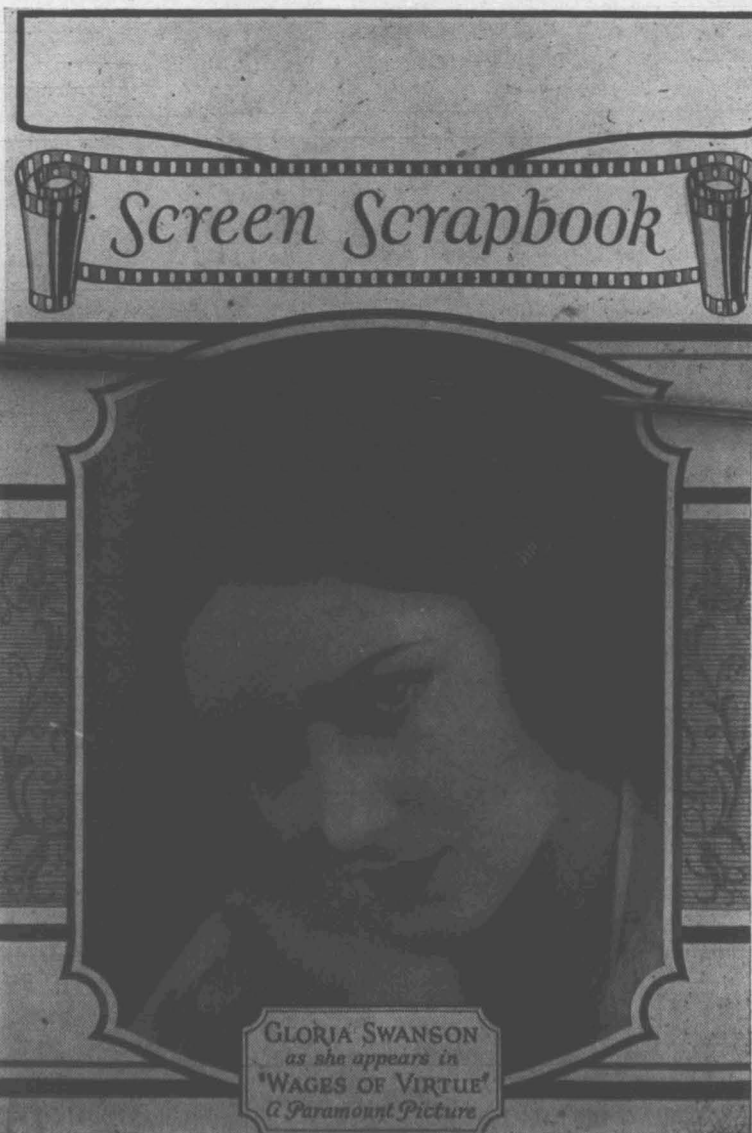
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Six Sheet Poster 6A



One Sheet Poster 1B



## Four-Pa

## ge Roto Magazine

To the right the new-style Roto Magazine cover. 10½ x 14½ in. is a greatly reduced illustration of Roto Magazine cover. Actual size is 10½ x 14½ in. If this isn't a sure theatre-filler, we don't know what is. They'll eat it up, hook, line and sinker.

And the tie-up possibilities! See a sample at your exchange, and ask your local Ad Sales Manager to explain how you can make the blank space on the back page pay the entire cost and more. A thousand for only \$7.50.



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1912-1977”

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The Library of Congress